

25 000 MILES
5 CONTINENTS
27 COUNTRIES
7 MONTHS
3 CHARITIES
1 FIRE ENGINE

1 GUINNESS WORLD
RECORD ATTEMPT



FOLLOW THAT
FIREENGINE.COM

THE CHALLENGE:

Follow That Fire Engine is an awe inspiring expedition commencing in July 2010. A crew of friends plan to circumnavigate the globe... in a fire engine! The crew will drive the fire engine an impressive 25,000 miles, through 27 countries, over 7 months, covering gruelling terrain, inhospitable territories and in extreme temperature conditions. This has never been attempted before. The vast distances and many unknowns of the expedition will be both physically demanding and mentally challenging. Most days the crew will spend over 10 hours on the road.

The crew will be driving a Mercedes 917 4x4 Water Tender Ladder fire engine. The truck is designed for short, quick journeys. It will provide plenty of storage space, essential for the camping equipment and supplies required to be on the road for 7 long months. However, it's not designed for comfort or speed, so it's certain to be a bumpy ride.

One of the most difficult challenges the Follow That Fire Engine crew will face is traversing the world's oceans – 11,000 miles of open water. The logistics of booking the shipping and ensuring the fire engine arrives at ports on time is paramount.

THE STORY:

The goal of Follow That Fire Engine is to raise money and awareness for three charities:

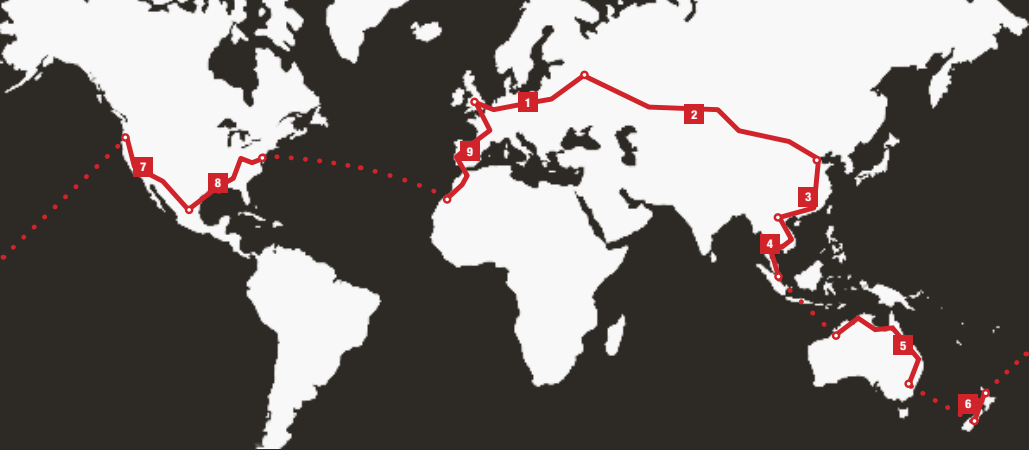
- MacMillan Cancer Support
- The Fire Fighters Charity
- The Roy Castle Lung Cancer Foundation.

100% of the money raised will go to the three charities via the Follow That Fire Engine Foundation. Shipping, fuel and living expenses will all be funded by the crew members.

Follow That Fire Engine is dedicated to the memory of Garth Moore, who passed away on 18th July 2009 after a brave battle with lung cancer. Garth was a Fire Fighter at Wimborne Fire Station in Dorset and dedicated his life to fighting fires and saving the lives of others, over the course of his 33 years in service. His son Steve Moore is Follow That Fire Engine's expedition leader.

Your support through sponsorship and following the crew on this exciting and unforgettable expedition will be vital in helping them succeed - in what will surely go down as the longest emergency call out in history!





THE EXPEDITION ROUTE:

The crew will drive the fire engine an impressive 25,000 miles, through 27 countries, over 7 months.

Follow That Fire Engine Team Leader, Steve Moore, and his Stage 1 co-drivers will leave London in July 2010. The route is split into 9 stages:

Stage 1. London (UK) to Moscow (Russia) : 2,500 miles

The ease of driving through central Europe will slip away as the landscape becomes tougher when the crew head east towards Moscow.

Stage 2. Moscow (Russia) to Beijing (China) : 4,900 miles

The crew will follow the world's longest railway, the Trans-Siberian, travelling through some of the most barren landscapes on earth.

Stage 3. Beijing (China) to Hanoi (Vietnam) : 2,900 miles

Travelling through one of the world's oldest civilizations the crew will face the most testing cultural challenges of the expedition.

Stage 4. Hanoi (Vietnam) to Singapore : 2,700 miles

From city streets jam-packed with motorbikes and scooters, to relatively isolated and undeveloped areas of Cambodia and Laos, this stage will provide varying challenges for the fire engine and crew.

Stage 5. Darwin (Australia) to Melbourne (Australia) : 2,800 miles

With sometimes days between major towns, the distances and heat will be demanding with temperatures expected to peak above 40°C in places!

Stage 6. Christchurch (NZ) to Auckland (NZ) : 1,600 miles

Geographically isolated, New Zealand is full of natural beauty; rugged mountains, beautiful beaches and incredible glaciers. The biggest difficulty in NZ will be for the drivers to keep their eyes on the road.

Stage 7. Vancouver (Canada) to Hermosillo (Mexico) : 2,400 miles

After the heat of the South Hemisphere, the crew will need to acclimatise to the harsh Canada winter. After then passing through five US states, the crew will head to Mexico.

Stage 8. Hermosillo (Mexico) to New York City (USA) : 2,500 miles

Once the difficult terrain of Mexico has been negotiated, the open roads of southern USA will come as a welcome sight.

Stage 9. Casablanca (Morocco) to London (UK) : 2,700 miles

The Western Sahara will be the last major challenge for the crew as they travel through this largely uninhabited desert. Leaving the Sahara sand storms behind, the long road winds back up through Western Europe and to London to complete this remarkable and astonishing journey.

For more details on this phenomenal route visit www.followthatfireengine.com

THE CREW

The Follow That Fire Engine crew is made up of Steve Moore and a team of co-drivers. Steve will complete the whole expedition with help along the way from his friends. A different combination of co-drivers will accompany him on each separate stage of the route. Each crew member bringing their own unique set of skills to the expedition. The difficulty for Steve will be ensuring he is at each stage transition to drop off the leaving co-drivers and pick up joining co-drivers. Failure to hit transitions will have a disastrous impact on the expedition.

The preparation of the whole crew has been exhaustive, including detailed research into the route, completing a special course in truck maintenance, languages and first aid & survival courses.

- | | | |
|----------------------|----------------------|-------------------|
| 1 Steve Moore | 8 Kate Bartishel | 15 James Holt |
| 2 Amy Harpin | 9 Chris Hallward | 16 Gemma Rowlan |
| 3 Paul Barham | 10 Fuad Sulejmanovic | 17 James Stevens |
| 4 Ross Shepley Smith | 11 Lyndsey Baker | 18 Louise Mahoney |
| 5 Dave Orders | 12 Matthew Poderoso | 19. Valerie Keith |
| 6 Robert Poderoso | 13 Michelle Mahoney | |
| 7 Shaun Weedon | 14 Jeanette Gamble | |



SUPPORT US:

We need your support to raise as much money as possible for three truly worthy charities. Here are all the ways you can help:

DONATE VIA OUR WEBSITE AND VIRGIN:

www.followthatfireengine.com

www.virginmoney.com

Host an event or complete a challenge on behalf of Follow That Fire Engine. Contact us online at www.followthatfireengine.com for further information

GOT THE T-SHIRT?

There's a whole host of very cool T-shirts and merchandise online at: www.followthatfireengine.com, check it out, look good whilst spreading the word about Follow That Fire Engine.

100% OF MONEY RAISED GOES TO THE THREE NOMINATED CHARITIES

THE CHARITIES:

The Follow That Fire Engine Foundation is a registered charity setup for the expedition. 100% of all money raised will be split equally between the three nominated charities; Macmillan Cancer Support, The Fire Fighters Charity and Roy Castle Lung Cancer Foundation.

MacMillan Cancer Support MacMillan helps improve the lives of people living with cancer, their families, and carers. The charity is a valuable source of support, helping with all the things that people touched by cancer want and need. It's not only patients who live with cancer, so Macmillan also help carers, families and communities. The charity guides people through the system, supporting them every step of the way. They fund nurses and other specialist health care professionals and build cancer care centres. They are invaluable.

The Fire Fighters Charity Every year, thousands of fire fighters are injured whilst protecting the public. Every 30 seconds in the UK, fire fighters are called to an incident, putting their lives on the line, and often sustaining physical injuries whilst carrying out their duties. The Fire Fighters Charity is there for fire fighters during their times of need, and assists over 13,500 individuals every year by providing pioneering treatment and support services.

The Roy Castle Lung Cancer Foundation This charity works in a variety of ways to reach its goal of defeating lung cancer. The charity carries out unique research into the early detection of lung cancer, looking to provide early diagnosis of the disease, and saving thousands of lives. They provide practical and emotional support for those affected by lung cancer, guidance for children and young people to help them make informed decisions about smoking and the tobacco industry, and support for smokers who want to quit.

FOLLOW US:

FOLLOW THAT FIRE ENGINE ONLINE:

www.followthatfireengine.com

Follow That Fire Engine online at our website www.followthatfireengine.com. The crew will be blogging the adventure as they go so you can join them on this incredible journey. You'll be able to track exactly where the fire engine is in the world, send messages of support, view photos and donate to the cause.

 [facebook](#).

FOLLOW THAT FIRE ENGINE ON THE ROAD:

The crew welcome supporters who wish to follow them through any part of the expedition, convoy style. For full details of where the fire engine crew plan to be on a particular date, visit the website and get following!

CONTACT US

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